



THE CITY OF SAN DIEGO

MEDIA ADVISORY

POLICE DEPARTMENT

What: White Cane Safety Day

When: Friday, October 15, 2010 at 11:30 a.m.

Where: The Prado at Balboa Park
1549 El Prado
San Diego, CA 92101

Contact: Officer Jonathan Lowe
(619) 634-2734

White Cane Safety Day has been observed nationally every October 15th since 1964. The San Diego Police Department is honored to join the blind and low vision community to celebrate this day of independence. The white cane is both a tool and a symbol of independence through rehabilitation. The month of October, recognized as "White Cane Safety Awareness Month", is a time to educate and remind drivers of their obligation to yield to pedestrians who are using a white cane or guide dog.

The San Diego Police Department's Traffic Division officers will be distributing educational flyers to all motorists they stop during the week of October 11th-15th. The flyers explain, in English and Spanish, California Vehicle Code 21963 which outlines the right-of-way clause for blind or low vision pedestrians. It also includes safety tips for motorists as they come across such pedestrians.

On Friday, October 15, 2010, Traffic Motor Officers will be monitoring intersections heavily traveled by blind and low vision pedestrians. They will take enforcement action on drivers who do not yield the right-of-way to these pedestrians. The targeted intersections will be Park Boulevard & B Street, Park Boulevard & Upas Street and 59th Street & El Cajon Boulevard.

San Diego Police Chief William Lansdowne, Officer Jonathan Lowe, and Loretta Moore and Michael Eden, representing the San Diego Center for the Blind, invite you to join them in educating and protecting our community members.

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